

GO DIRECTOR THE FASTEST David Cooper Training

4 Questions to ask yourself and rate on a scale of 1-10:

1. How Much Do I Want It?
2. How Good Are My Questioning Skills?
3. Am I Willing To Do A 30, 60, 90 Day Weekly Classes Blitz?
4. Am I Willing To Memorize Questions, Scripts And C And Become As Equally Proficient In My Retail Sales As I Am In Recruiting Interviews?

1. Get Excited About You!

- a. Self image = cash in pocket that I created
- b. Handling rejection = Do NOT take it personally (CONCEPT VS. PERSONAL)
- c. Self Confidence = is quickest achieved through a series of short term successes

When I learn to control my emotions, my daily consistency and the quality of my skills, I will control my happiness and my income!!!!

Knowledge Is What You Know, Wisdom Is What You Do With What You Know

It's My Turn And I Am Going Director The Fastest!

Persist With Perfect Practice For 21 Days

Definition of a PRO = a person who has all the hassles, obstacles, and disappointing frustrations that others also have, yet continues to persist to do the job and makes it LOOK EASY!!!!

2. To increase my income the fastest/go director the fastest, I must understand the art of asking questions! I need to know how to create a sense of automatic MK-set-purchase impulses, rebooking impulses and recruiting-appointment impulses by smiling, nodding, and asking questions (1-3 PQPPFC: 1 to 3 positive questions per page of the flip chart) plus using the '3 goals-85 second individual close' with each guest at each class for the next 21 days.
3. The secret to achieving EVERY MK management goal, every HIGHER level of award performance **IS** retail-driven/classes-driven **INVENTORY DEPLETION reordering** to meet the minimum production requirements! **ACHIEVE DYNAMIC WHOLESALE PRODUCTION RECORDS WITH MASSIVE RECRUITING FROM YOUR WEEKLY CLASSES/BUSINESS PLAN!!**

THE SPEED OF THE LEADER IS THE SPEED OF THE GANG!

There are two primary types of verbal communication:

1. **SENTENCES**: Guest comprehend/retain 30% or less
2. **YES-ANSWER QUESTIONS**: Guests comprehend/retain 85% or higher

[SNAQ 1-3 PQPPFC] (Smile, Nod, & Ask Questions; 1-3 Positive Questions Per Page of the Flip Chart)

Positive Question Openers with different endings

1. Could you get excited about...
 - a. [TRADITIONAL} having a softer, more radiant glow to your complexion? How many of you are eager to look your best everyday? (FLIP RIGHT HAND UP FAST)
 - b. [TIMEWISE] saving time every morning when you are applying your skin care? Isn't it important to save time wherever we can?
 - c. [VELOCITY] having a 3 in 1 cleanser, moisturizer and perfume (for your teen) for under \$50? How many of you think that would be wonderful?
 - d. [TRUNK SHOW] saving additional money buying more with our ultimate collection, the more you buy the more you save, a \$327 value for only \$279.
2. Can you see the value of...
 - a. [TRADITIONAL] having different formulas for different skin types? Isn't it good that we can mix the formulas for special complexions?
3. Do you see the benefit in...
 - a. [TRADITIONAL] having a 100% satisfaction guarantee on every product that we sell?
4. Are you looking forward to...
5. Doesn't it make sense to...
6. Don't you feel that you deserve...
7. Isn't it reassuring to learn...
8. Wouldn't it be wonderful if...
9. How important would it be if you could...

3 GOAL, 85 SECOND INDIVIDUAL CLOSE

I. 35 Second MK Sets Close

- I. Relaxing question: (their name), were you as excited about how good you looked in that mirror as I believe you were?
- II. Driver's seat statement: You know your situation a whole lot better than I do, it's up to you; I'll work with you either way.
- III. Choice question: Would you rather splurge for the EXTRA touch of class that comes with our Travel Roll Up back for \$299, our on Ultimate Miracle Set for _____, or our basic TimeWise set for only \$52.
- IV. Release question: Whichever you would rather do will be fine with me

[NOW BE QUIET and look down for 4 seconds]

II. 25 Second Rebooking Approach

(Guest name), Were you as enthused about all that our hostesses can win for having classes in the next 10 days as much as I believe you were? Some guests get SO excited that they schedule two classes trying to win TWICE as much! It's up to you, would rather go all out and win twice as much for having two classes or is just one really more what you had in mind tonight? Either way will be fine with me.

[BE QUIET and look down for 4 seconds]

III. 25 Second Recruiting Appointment Approach

There's just one more thing I'd like to say because I believe it. I believe you could be good in MK, I really do. With the proper training, do you believe you could do MOST of the things you just saw me do tonight? It would only take about 20-25 minutes for me to show you how easy it would be to get started and to help you earn an extra \$1000, \$1200, \$1500 CASH PT per month you first 30 days. Would an extra \$1000 or more per month be helpful on a consistent basis right now? My schedule is kind of tight, could you stay for just a few minutes after class or would tomorrow around noon or after work really seem easier for you? Whichever seems easier for you will be fine with me.

[BE QUIET and look down for 4 seconds]

TO ENJOY MAXIMUM RESULTS FROM EACH CLASS (MAX SETS SOLD, MAX REBOOKINGS BOOKED, MAX INTERVIEWS SET), I MUST GO TO EACH CLASS WITH 3 GOALS PER CLASS AND DO 3 CLOSES WITH EACH GUEST

How many sets can I sell? 35 Second MK sets close

How many rebookings can I get? 25 Second rebooking approach

Who will be the interview at the end of this class? 25 Second recruiting appt approach

40-Second Customer-List

Telephone-Booking Script

Hi, this is Robin!! I am so excited! I am having one of the best and happiest days that I've had since I started doing MK!! I am trying to hold more classes in the next 10 days that I've held in any 10 day period since I started doing MK!! It COULD be a Utah (or wherever) state record!!!! It is SO easy to get the guests there, all you have to say is, "Come as you are and you leave looking like a star!" For just having a class with 4 or more adult non-MK users, you get your choice of either \$30 worth of FREE MK OR a 30% discount on EVERYTHING you buy in the next 3 MONTHS!!!! I appreciate your having a class, but I want to make it the easiest for your schedule. Would you rather have your class before the weekend, during the weekend, or would right after the weekend really seem easier for you? Whichever seems easier for you will be fine with me.

[BE QUIET for at least 4 seconds)